

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
[F04]
Printed in U.S.A.

Ad# 349-B1-"CLOVER!"-Reg# M93313-Page 4/C (9" x 12")-Newstabs, 1987

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PLAYERS LIGHTS 25's
5 free per pack!

● I'm in
the clover! ●



50 free per carton!



Kings
& 100's
Regular and
Menthol

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Mfr's suggested pricing
based on full price brands.

Kings: 10 mg. "tar," 0.9 mg. nicotine
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.



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